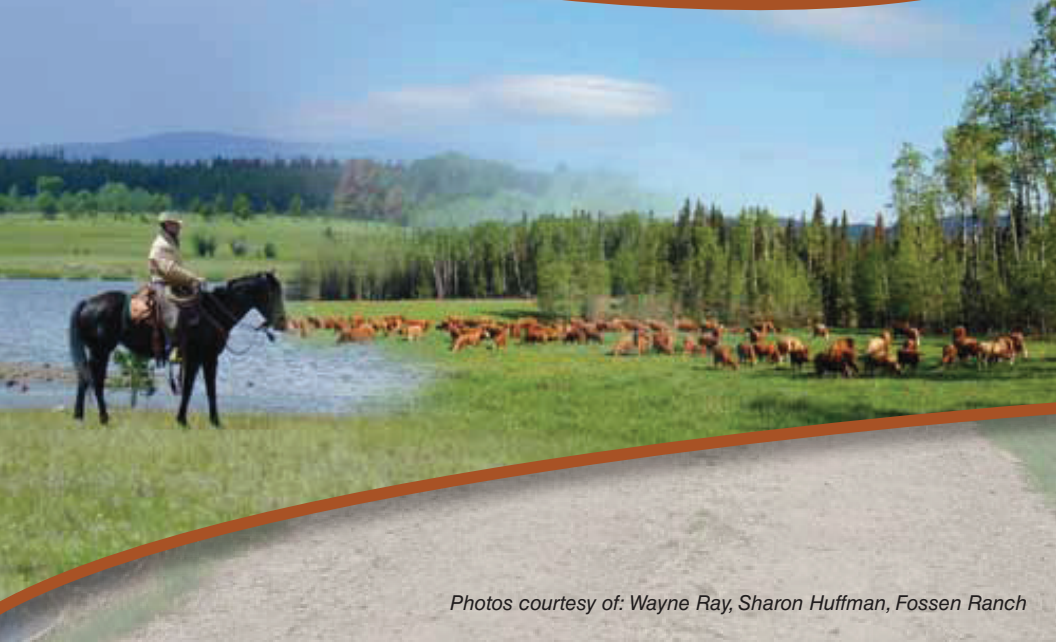


BEEF AND THE ENVIRONMENT

The agriculture industry is by nature closely tied to the environment. Cattle, like all living things, have a place in nature's cycle and contributing to its balance by consuming and returning nutrients to their natural surroundings.

Air:

- The pasturelands used to feed livestock play a large role in cleaning our air.
- Carbon is absorbed through the extensive root system on grasslands, in some cases working more effectively than trees.



Photos courtesy of: Wayne Ray, Sharon Huffman, Fossen Ranch

Land:

- Pasture is intensively managed by ranchers who aim to control erosion, enrich soil, balance ecosystems and reduce the carbon footprint.
- These lands are also home to a variety of wildlife that depend on the cattle and ranchers to preserve their habitat.
- Many ranchers collaborate with environmental and conservation groups to develop and protect areas on both private and government lands.

Water:

- Ranchers work to protect riparian areas, (which are areas along natural watercourses), by reducing bank erosion, preserving habitat, and improving water quality.
- Cattle producers understand the importance of conserving water, and good riparian management ensures that water is allocated and utilized effectively for all species that depend on it.

